



Between the Lines

MAY / JUNE 2006

A PUBLICATION OF THE SUNNYVALE PUBLIC LIBRARY

True Friendship Thrives at the Library

By Deborah Barrow
Director of Libraries

When I was a child, my mother always told me that true friends are important. As an adult I find this is still true and valuable information. You may be surprised to find that it even applies to the Sunnyvale Library.

Libraries would be in trouble without the true friends we have in the form of the Friends of the Library organization and the library volunteers. The Sunnyvale Library is fortunate to have a remarkable group of people that volunteer their time day after day, year after year, to help the library and thereby help their community.

Our volunteers sort the old books and find new lives for them through the Friends of the Library book sale. Then they contribute the proceeds back to the library for such things as children's summer reading programs, furniture, equipment and special programs for adults. Some of our volunteers record the dial-a-stories in Spanish. They show up at library events to help with the extraordinarily large crowds of excited children and parents at the library/school orientation night sponsored by the Friends of the Library. They help with the one-on-one training and other needs in the area of Sc[i] services finding information

on patents and trademarks. They help us identify books that are out of order on the library shelves, and help select materials for people who are homebound.

The members of the Library Board of Trustees are volunteers also. They stay informed on library policy matters and offer related advice to the staff and City Council. They show up at events to represent the library and talk to the public about the library.

These friends of ours are people for whom offering a part of themselves and their time on a regular basis is par for the course. Whether they are in the forefront, or in the background, they offer us so much. Their contribution to the library is immeasurable. Their presence in the library is a constant reminder of the value of service, and it is encouraging.

The library staff and the City greatly appreciate our volunteers and our Friends of the Library, all of whom are considered true friends. We thank them for the friendship that they give so willingly to the library and the community. If you happen to meet someone who volunteers for the library, please give them a pat on the back and a compliment for a job very well done.

Investment Expert to Offer Tips for the Beginning Investor

By Michael Nellany

Harry Domash, a soft spoken Bay Area investment analyst, has been working his charms with quotes, stocks, shares and figures for more than 25 years. As the popular author of **Fire Your Stock Analyst** and financial columnist for MSN Money, *San Francisco Chronicle* and the *Santa Cruz Sentinel*, he has won a devoted following in the Bay Area and beyond. Mr. Domash will discuss investing strategies for the beginning investor in a free program on Wednesday, June 28 at 7 p.m. in the Library Program Room.

Library Resources for Starting and Running a Small Business

By Joan Jackson

Small business owners are constantly faced with questions about managing their businesses. Budding entrepreneurs are faced with even more questions and concerns about where to go (and who to go to) to find reliable, solid business advice and education to start up a business.

Many in our society – especially Generation Xers (born in the late 1960s to the early 1980s) and the “Big Wave” of “Baby Boomers” (born between 1946-1964) are faced with better health (hence longevity) and dwindling federal funds for supplementing income after retirement. More folks are opting to find supplemental employment as small business owners, and many are eager to work from their home. All of these aspects demand informational resources to help those who want to try this route.

The Sunnyvale Library has a wealth of informational tools to help you with your search for, and management of, a small business endeavor. Adult Services Reference staff can help you locate information from online databases as well as a wide variety of print material specifically geared towards various aspects of small business. We also have a Business Reference Collection that is devoted to sources related to business and finance. In Fall 2006, library staff will also be featuring a

new class devoted to online resources for starting a business. Established small business owners will also be able to benefit from this class. Consult the *Between The Lines* Library newsletter or the Library Web site for more information.

Listed below is a small representation of what the library has to offer to meet your business needs:

Library Databases: Business and Technology

Most of the Library's databases can be accessed remotely for your ease of use. All that is required is a free library card. Obtaining a library card is easy, and it will open the virtual door to a wealth of information to be found through online databases.

Business and Company Resource Center

This database provides articles and current, in-depth information on business-related topics, and information on companies.

CorpTech (this database can only be accessed inside the library)

Corptech profiles over 95,000 private and public companies and their business units, organized into detailed categories from 17 technology industries.

Learning Express Library

This new database gives you a convenient online resource for

See *Business Resources*, page 4



The Friends of the Library organize three large book sales per year. The next one is Saturday, June 24.



For complete information on the Sunnyvale Library, please call (408) 730-7300 or visit

www.sunnyvalelibrary.org

Spring’s Best Books

By Christine Doxtad

Spring is a busy season in the publishing world. Many of the year’s hottest titles appear this time of year. Listed below are just a few of the “big” books, representing everything from mystery, suspense, drama, history, consumerism and more. Many of these books will not be released until late May or early June, but books on order appear in the Library’s catalog and as soon as you see them in the catalog, you can reserve a copy.

Fiction

Beach Road

by James Patterson

Montauk lawyer, Tom Kunleavy is down on his luck, that is, until he is hired to defend a local man accused of a triple murder.

Blue Shoes and Happiness: The New Novel in the No. 1 Ladies Detective Agency series.

by Alexander McCall Smith

The latest novel in this series, featuring Precious Ramotswe, Botswana’s leading, and only female detective, is sure to entertain and delight as she faces one of her toughest challenges: losing weight.

Dark Harbor

by Stuart Woods

Detective Stone Barrington partners with a CIA agent to investigate what the local constabulary of Dark Harbor, Maine thinks is a murder/suicide, but of course, isn’t.

Digging to America

by Anne Tyler

A touching, humorous story about the friendship between two families, one American and one Iranian, and what it means to be an American.

The Husband

by Dean Koontz

A suspenseful and heartfelt novel about an ordinary man whose commitment to his wife leads him on a journey of adventure, sacrifice and redemption.

Miss Julia Stands Her Ground

by Ann B. Ross

Fans of Miss Julia, a woman of a certain age, will enjoy her latest escapades as she finds that newly-wedded bliss isn’t always a stroll in the park.

Two Little Girls in Blue

by Mary Higgins Clark

The disappearance of three-year-old twins, Kathy and Kelly, begins a chilling tale of kidnapping, murder and telepathy.

We Are All Welcome Here

by Elizabeth Berg

Three women, one of which is facing life in an iron lung, struggle against overwhelming odds in 1964 Tupelo, Missouri.

Nonfiction

It’s OK if You’re Clueless: And 23 More Tips for the College Bound

by Terry McMillan

Using her trademark wit and sass, Terry McMillan offers life wisdom to high school graduates and those who love them.

Mayflower: A story of Courage, Community and War

by Nathaniel Philbrick

The history of the Plymouth Colony is brought to life from their flight across the ocean to King Philip’s War of 1675-76.

The Mighty and the Almighty: Reflections on America, God, and World Affairs

by Madeline Albright

The former secretary of state offers a provocative look at the role of religion in America’s foreign policy.

My Life In and Out of the Rough

by John Daly

One of the most colorful and controversial figures in golf relates

a thrilling and sometimes shocking memoir of his rollercoaster life.

Revolutionary Wealth

by Alvin and Heidi Toffler

The Tofflers, known for the 1970’s book **Future Shock**, present a penetrating, coherent commentary on what they predict will be the most massive, most creative, fastest expansion of the money economy in human history.

What to Eat

by Marion Nestle

Supermarkets are becoming super-sized and the vast selections are bewildering. Nestle takes us on an informative and entertaining tour of these giant stores and offers tips on how to make wise choices about what we buy.

Sunnyvale Art Club Exhibition Returns to the Library

By Michael Nellany

After the success of last year’s art exhibition, the Sunnyvale Library is very pleased to be welcoming back the Sunnyvale Art Club for a special summer art show on Saturday, June 24, 10 to 6 p.m. and Sunday, June 25, noon to 6 p.m. This year, expect to see a wide array of artwork on display: watercolors, pastels, oils and acrylics, among others. Members of the Art Club will be present to talk about their art. This free event will be held in the Program Room at the Library.

A few comments from the 700 people who enjoyed last year’s show:

“Very nice show”

“Interesting variety in the collection...”

“A beautiful way to bring out talents and let talents meet other talents...”

“A wonderful and enjoyable display... how great that the members of the Sunnyvale Art Club give back to the community this way.”

Interest in the arts has blossomed in Sunnyvale, and each year, the Art Club has a new infusion of enthusiastic members. Jorge Castrillo, President of Sunnyvale Art Club, says: “Every time we have put on the event at the library, the interest has grown and the show has become more diverse. We expect this year’s show to be just as wonderful as last year.”



More than 700 people attended last year’s Sunnyvale Art Club Exhibition at the Library. Come see the work of talented local artisans!

Da Vinci Code Revisited

By Christine Doxtad

We just can’t seem to get enough of Dan Brown’s **The Da Vinci Code**. It has been on the New York Times Bestseller list for more than three years and the movie is due out May 19, 2006. If you missed reading **The Da Vinci Code**, it’s not too late; the library has over 40 copies, still much in demand. But if you’ve already read it and are intrigued by so-called religious thrillers, the following list should provide you with some satisfying reading.

Labyrinth by Kate Mosse

An entertaining Grail-quest tale linking medieval and contemporary France and the lives of two women born centuries apart.

The Last Cato by Matilde Asensi

A corpse covered with mysterious tattoos is found and so begins the race to find the secret location of the Vera Cruz, the True Cross on which Christ was crucified.

Last Templar by Raymond Khoury

An antiterrorist specialist and an archeologist are drawn into the dark, hidden history of the crusading Knights of Templar.

Map of Bones by James Rollins

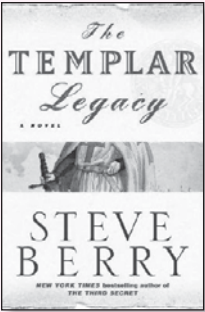
When a German cathedral is invaded, the U.S. sends in a SIGMA force only to discover t hat someone has stolen the treasure from the cathedral’s reliquary: the bones of the biblical Magi.

Secret Supper by Javier Sierra

Secret messages are being sent to the Pope, suggesting that Leonardo da Vinci is spreading heresy through messages hidden in his painting, The Last Supper. A Dominican inquisitor is determined to discover the truth.

Templar Legacy by Steve Berry

The ancient order of the Knights Templar possessed untold wealth until the Inquisition destroyed them. Now, two forces vying for the lost treasure learn that its true nature could change the modern world.



Did You Know?

Have you visited the Friends of the Library’s Book Table recently? Prices on all books have been lowered, and new books are placed there several times a week!

Adult Summer Reading

Feed Your Need to Read!

Summer reading isn't just for kids! As we have done for the past several years, Adult Services is happy to be sponsoring a summer reading program. Come to the reference desk between June 1 and August 1 to sign up and start your "reading diary." Each person who reads 8 books will be able to choose a paperback book that the librarians have selected for this program. The books will be available for pickup until August 31, so be sure to finish reading and pick your prize up by that date. The purchase of the books is funded by a generous donation of the Friends of the Library.



Teen Summer Reading

Sign up for the 2006 Summer Reading Program!

Register at the Children's Information Desk between Saturday, June 17, and Sunday, July 30, 2006.



Creature Feature

For teens going into 6th grade through 16 years old. Read ten or more books

and receive one free paperback book.

Select your free book at the library between Monday, July 31, and Sunday, September 3.

Come in and ask about other prizes for teens! Call (408) 730-7292 for more information.

Program information is also listed on the library's website, www.sunnyvalelibrary.org.

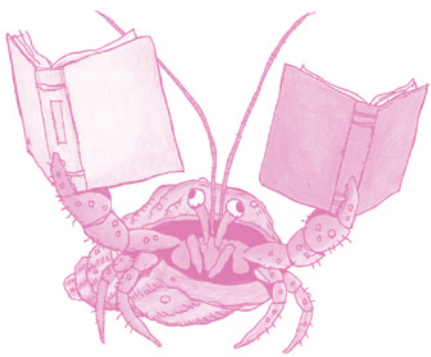
We thank the Friends of the Sunnyvale Library for funding the summer programs and book prizes.

Children's Summer Reading

Paws, Claws, Scales and Tales

By Betsy Wachter

Children's Services staff has planned a summer full of activities for children at the Library. Sign-ups for the Summer Reading Program, whose theme is Paws,



Claws, Scales and Tales, will begin on Saturday, June 17th. The reading program encourages children to read and/or share books over the summer so they continue to build literacy and language skills. It is targeted to preschoolers aged 3 and older and students up through 5th grade. The last day to register is Sunday, July 30th. This year participants will take their reading logs home with them and record the titles of books they read or listen to. Beginning Monday, July 31st, children can bring their reading logs listing 10 or more books back to the library to receive a certificate and a free book to keep, thanks to the Friends of the Sunnyvale Library. The last day to receive a prize is Sunday, September 3rd.

Chapter book and J fiction readers are also invited to attend a Book Cafe. These will be discussion groups

focusing not on a particular book but on a genre.

Come and share your favorite titles with others and discover great new books to read. Refreshments will be served. Sign up for Book Cafe beginning June 17th.

A full slate of storytimes for preschoolers from birth through age 5 will be offered throughout the summer, as well as lots of special activities, including a giant storyteller, music, stories and crafts, a puppet show, and live reptiles and amphibians. Bilingual English/Spanish storytimes will also be offered at the Riviera Apartments at Morse and Ahwanee Avenues, across from the Columbia Neighborhood Center. Most of the special activities are for children aged 3 and up. A summer flyer describing the reading program and listing all the events will be available in early June. The Library Web site will also be updated with the latest information.



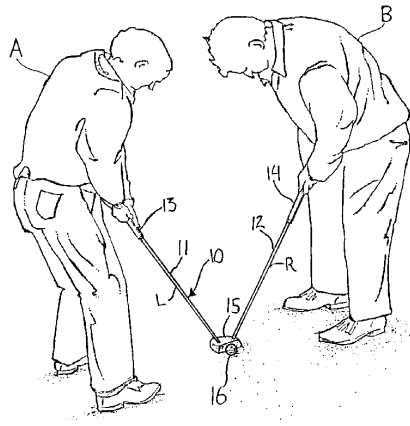
Tee for Two

By Janet Berkeley

What a perfect time of year for a round of golf. Charles Cheek and Scott Cameron received US patent # 6,277,031 for "two player golf clubs and games playable with the same." If you find yourself in a hole without a partner, maybe Tiger can help you get out of the woods and take a shot at this new game. Birdies will be flying overhead, of course.

Don't putt off researching your great idea. Drive over to Sunnyvale Library in your caddy, and swing by the reference desk where expert librarians

can help with your patent and trademark questions.



Dear Sc[i]³ Customers:

At their meeting on Tuesday, March 28, 2006, the Sunnyvale City Council decided to close the Sunnyvale Center for Innovation, Invention and Ideas (Sc[i]³), ending the 12-year old partnership between the United States Patent and Trademark Office (USPTO) and the City of Sunnyvale. Sc[i]³ offered specialized patent and trademark services such as seminars, document delivery, expert searching, and videoconferencing.

Since its inception in 1994, Sc[i]³'s goal had been to support itself through the fees it charges for its services. This goal was never achieved, and the City of Sunnyvale provided more than \$1.5 million to subsidize Sc[i]³ over the 12-year period. Due to the ongoing subsidy, and the changing nature of patent and trademark service delivery; e.g., free access to patent and trademark information via the Web, direct ordering of documents via the Web, and highly competitive seminars and searching services, Council decided to end partnership services by June 30, 2006. In order to accomplish this, **direct service delivery will be ending by May 1, 2006.**



Remaining Direct Service Delivery Schedule for Sc[i]³

Document delivery	Document requests accepted until May 1, 2006
Patent Searching	Search requests accepted until May 1, 2006
Seminars	Seminars offered until May 2, 2006
Technology Updates	Technology updates provided until May 1, 2006
Trademark Searching	Search requests accepted until May 1, 2006

While the specialized patent and trademark services associated with the Sc[i]³ partnership will be ending, the Sunnyvale Library will remain a Patent and Trademark Depository Library (PTDL). As such, the Library will continue to support innovation and invention by maintaining patent and trademark information, disseminating patent and trademark information to the public, and answering basic patent and trademark reference questions. Having been a PTDL since 1963, the Sunnyvale Library will continue to be a significant patent and trademark resource in the community.

For the entire 12-year period of its operation, and especially in this past year, many individuals have stepped up to offer their time, money, and critical thinking to help Sc[i]³ create a solution to achieve cost recovery. We would like to give these individuals a special thank you for their efforts. Also, we want to thank the USPTO and Sc[i]³ staff for their exemplary efforts.

The City of Sunnyvale is very proud of its legacy as the home of Sc[i]³ and the recognition garnered from the many people who have benefited from its services. Located in the Heart of Silicon Valley, the Patent and Trademark Depository Library at the Sunnyvale Library welcomes the opportunity to continue supporting innovation, invention, and ideas.

Sincerely,

Deborah Barrow

Deborah Barrow
Director of Libraries

Steve Sloan

Steve Sloan
Sc[i]³ Manager

Business Resources, from page 1

practicing job-related & academic exams. Create your own account using your library card number. Brush up on various skills in the comfort of your home, or while traveling.

Reference USA
Detailed information on over 12 million U.S. companies, searchable by a large number of criteria. Results may be formatted for printing or downloading. For competitive

Bishop School Family Fun Night at the Library

By Betsy Wachter

The evening of March 30th found the Library Program Room crowded with adults and children from the Bishop School community who came to enjoy a meal and camaraderie, as well as an introduction to the resources provided by the library. The event was sponsored jointly by the Bishop School Parent, Teacher, Student Coalition (PTS) and the Sunnyvale Library. Local businesses provided much of the food and paper products for the meal, and the Friends of the Library donated funds to provide bus transportation for some of the families who attended.

Library staff and volunteers led tours of the library in English and in Spanish, and even those people previously familiar with library materials and services found something new. Children were treated to stories and then planted sunflower seeds to take home and nurture.

This event was planned by library staff to bring in people who might otherwise find barriers to using the library, such as language, distance, and unfamiliarity with library resources. Children’s Librarian Beth Nord said, “We feel that this event was a huge success. Everyone had a wonderful time! We hope to repeat this with other school communities.”



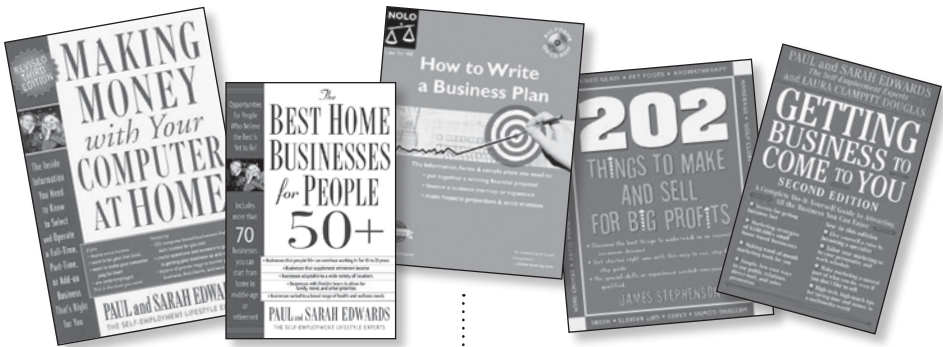
Dinner is served!



Spanish speaking tour leaders!



Food and fun!



intelligence purposes alone, this is a great tool to use!

Books, Publishers and Other Instructional Resources:

Entrepreneur Press
www.smallbizbooks.com
Entrepreneur Press’s site for small business-related books and their Start-Up Guides series.

Self-Counsel Press
www.self-counsel.com
Here you will find self-help law books, books for small business, legal and business forms, and books for the family. Their Self Counsel Business page lists titles in their Self-Counsel Business series.

Business Opportunities:

BizOppZone
www.entrepreneur.com/bizoppzone
Entrepreneur’s online “BizOppZone: Find a Business Opportunity” section has categorized listings of business opportunities and franchises.

Bizben.com
www.bizben.com
Search thousands of businesses for sale in California. You can search by keyword, location, and business type.

Bizbuysell
www.bizbuysell.com
This site allows you to search by business type, as well as search for businesses in other states. It shows established businesses for sale, as well as asset sales, franchise opportunities and business real estate.

Bizquest
www.bizquest.com
A site for buying or selling a business. Includes information on franchises, business brokers, articles and resources.

California Association of Business Brokers (CABB)
www.cabb.org
Search for available businesses by county and industry; you can also search for business brokers.

Checklists for Starting a Business:

CCH Business Owner’s Toolkit
toolkit.cch.com
One of the best online resources for the budding and the seasonal entrepreneur! CCH (Commerce Clearinghouse) has custom-designed the CCH Business Owner’s Toolkit™ to bring the small business owner the most accurate, and up-to-date information available – all in one place – to help you quickly answer questions, make decisions, and get the most from your business.

Startup Nation
www.startupnation.com
This is a great site for starting you on your entrepreneurial way! Startup Nation’s “10 Steps to Starting a New Business” has an abundance of information for anyone starting a small business! It also includes audio and worksheets.

U.S. Small Business Administration www.sba.gov

This amazing Web site’s purpose is best summed up in its mission statement: “Maintain and strengthen the nation’s economy by aiding, counseling, assisting, and protecting the interests of small businesses, and by helping families and businesses recover from national disasters.”

Books in Our Collection

The Sunnyvale Library has a large collection of books that cover a range of subjects that will help you in your business pursuits. The call number range for these books is: 658.041-658.9. Here are examples of some of the titles that fall into this range:

Making Money With Your Computer At Home
By Paul Edwards
(Penguin, 2005) 658.041 E

The Best Home Businesses for People 50+: Opportunities for People Who Believe The Best Is Yet To Be!
By Paul Edwards
(Penguin, 2004) 658.042 E

How To Write A Business Plan
By Mike McKeever
(Nolo Press, 2005) 658.1522 M

202 Things To Make And Sell For Big Profits
By James Stephensen
(Entrepreneur Press, 2005) 658.421 S

Getting Business To Come To You: A Complete Do-It-Yourself Guide To Attracting All The Business You Can Enjoy
By Paul Edwards
(Putnam, 1998) 658.8



Sunnyvale Library

665 W. Olive Ave., Sunnyvale, CA 94086

Library Hours

Monday–Thursday	10am–9pm
Friday & Saturday	10am–6pm
Sunday	12pm–8pm

Book and media drops are located outside the Library for after-hours returns.

Telephone Numbers	Area Code
Borrowers’ Records	(408) 730-7303
Children’s & Teen Services	(408) 730-7292
Deaf Access: TDD/TYY	(408) 730-7501
Dial-A-Story (English)	(408) 730-7333
Dial-A-Story (Spanish)	(408) 737-4907
Information & Reference	(408) 730-7300
Library Cards	(408) 730-7310
Library Administration	(408) 730-7316
Overdue Materials	(408) 730-7309
Renewals	(408) 730-7310
Sci[i]³ Patents & Trademarks	(408) 730-7300
Special Outreach Services	(408) 730-7306

Library Web Site
www.sunnyvalelibrary.org

Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with disabilities. If you require special accommodation, please contact the library.